

# PROSPECTUS

## MASTER OF BUSINESS ADMINISTRATION PROGRAMME (DISTANCE MODE)

### SCHOOL OF DISTANCE EDUCATION UNIVERSITY OF CALICUT

#### **The University of Calicut**

The University of Calicut was established in 1968 with the objectives of developing qualitatively and quantitatively the higher education and research in all spheres of human knowledge and to promote art and culture of Kerala and to cater specially to the academic needs of Malabar region. The University Campus is located at Thenhipalam, 23 Kilometers south of Kozhikode city. The departments of the University (35 in numbers) offer Post Graduate courses and research programmes in a wide variety of disciplines. There are more than 350 colleges affiliated to this University. This spectrum includes Arts& Science, Engineering, Medicine, Law, Commerce, and Management, Educational Training, Physical education, Pharmacy, Drama and Fine Arts, Folklore, etc. Over the years, The University has grown to be the largest in Kerala and become a veritable light house beckoning lakhs of young men and women to benefit from higher education.

#### **The School of Distance Education**

To take education to the doorsteps of the people and to provide access to higher education to all those who ask for it, irrespective of age, religion and formal educational qualifications, the University established the School of Distance Education in 1981. During the past three decades, it has emerged as a chief distance education supplier in the state of Kerala. At present,

more than sixty two thousand candidates enroll annually for a variety of programmes of the School offered under two streams-Regular and Open. The School has a number of approved centres in India and abroad.

### **The Management Programmes of the University of Calicut.**

1981 onwards the University has been offering MBA Regular Programme at the University Teaching Department and 1994 onwards Part Time Programme at its regional centres at Palakkad, Thrissur and Kozhikode. The University started offering MBA Full Time Programme at the regional centres in 2001. In 2010, the University launched the Master of Hospital Administration Programme at its Thrissur campus (Dr. John Matthai Centre).

These Programmes produce result oriented and innovative business executives, specialized in multi disciplines of Marketing, Finance, Human Resources & Hospital Administration, as required by the modern corporate and industry environments of India and abroad. As a result, for the past many years, our students are getting placements in multinational companies, financial institutions of repute, government firms, etc through campus recruitment. We feel proud that our alumni are well positioned in many great institutions.

### **MBA Programme (Distance Mode)**

The University of Calicut launches through its School of distance Education Four Semester MBA Programme in 2012, designed in keeping with the needs of the ever changing corporate and business world in India and abroad. It envisages equal opportunity of admission to people from all over the country and abroad.

### **Objectives of MBA Course**

- To provide cost effective and quality education in management to those who are desirous of making a career or its growth in the field of business management.
- To further the growth of commerce and management education in India and abroad.
- To nurture strong value systems, team spirit and leadership qualities among management aspirants and impart knowledge about the latest practices in business management.

### **Seats**

The School of Distance Education intends to enroll approximately 1000 students for the programme annually. The candidates will be admitted from Kerala and Gulf region. Those who belong to Kerala shall be attached to any of the 5 University MBA centres, ie SMS Thrissur, SMS Palakkad, SMS Kozhikode, SMS Kuttipuram, SMS Vadakara and at the Department of Commerce & Management Studies, University of Calicut, in addition to a centre at Thiruvananthapuram for academic administration, contact classes, project work, library facilities, etc. Depending on the number of enrolment, the University reserves the right to attach the candidates opting for different centres at any of the said centres.

All overseas candidates shall be attached to any of the overseas counseling centres of the School of Distance Education in Kuwait, Sharjah or Rasal-Khaima.

The maximum number of students attached to the centres will be 80 inside Kerala and 50 outside Kerala and abroad. If more number of students than the maximum fixed opt for a particular centre, attachment will be made on the basis of merit.

### **Eligibility for admission**

Any student who has passed any degree of the University of Calicut (including degree programmes of SDE, University of Calicut) or that of any other University or institute or institution recognized by the UGC or AICTE. Programmes of other Universities or institutions shall be in 10+ 2+ 3 pattern (or 10+ 2 + 4) under regular stream. In all the cases, the student should have passed the bachelor degree examination with not less than 50 % marks in aggregate including the marks of languages if any (without approximation, that is, 49.9999 % is not eligible since it is less than 50%), is eligible for admission. However, SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules.

### **Admission Procedure**

The admission to the programme shall be made on the basis of an Entrance Examination called CUMAT(SDE) conducted by the University. The rank score shall be based on Entrance Examination carrying 120 marks.

Questions will be to test the candidate's ability in the following areas: English Language, test of reasoning, numerical ability and general awareness.

A rank list shall be prepared by the University based on the Entrance score and a counseling session shall be conducted for admission to the MBA Programme.

### **Medium of Instruction and examination**

The medium of instruction and examination shall be English.

### **Schedule and Hours of Lecture**

1 Duration of the programme

The programme shall have four semesters. Each semester shall consist of 16 work weeks. Instruction and University examinations in each course in a semester shall be completed within 90 days.

2 Contact Lecture Hours: University will offer contact classes for all courses for the registered students.

Each full course shall have 12 hours and each half course shall have 6 hours of contact classes per semester. Each courses having a maximum of 4 credits will be considered as full course and all courses having a maximum of 2 credits shall be considered as half courses. University shall arrange contact classes at notified centres on week end holidays and other public holidays.

### **Attendance**

A student shall attend at least a minimum of 50 % of the number of contact classes actually conducted in a semester to be eligible for appearing for university examination of that semester. Course wise minimum attendance for the contact classes will not be insisted. If the student has shortage of attendance in a semester, he or she shall not be allowed to appear for examination of that semester. However, the University may condone shortage up to 10 % of the maximum number of contact hours per semester. If the candidate has shortage more than this limit he/she has to compensate the shortage of attendance of that semester along with the next batch and appear for the university examination of that semester.

### **External Examination**

- 1 The University shall conduct semester end examinations, carrying 4 credits for full course and 2 credits for half course, for each of the courses in the first, second, third and fourth semesters.
- 2 The duration of examination shall be three hours for full courses and 1½ hours for half courses.
- 3 A student shall register for all the courses in a semester to appear for examination in the respective semester for the first time. Part appearance shall not be allowed for first appearance.

### **Project Report- Minor**

- 1 During the third semester the student shall do a minor project in a business organization under a faculty guide.
- 2 The faculty guide must have either (a) M. Phil or Ph.D. in Management or Commerce or Economics or (b) two years' MBA teaching experience.
- 3 The student shall prepare and submit a project report to the university through the centre to which the student is attached.
- 4 The report shall be printed and bound (preferably spiral bound) with not less than 50 A4 size pages.
- 5 The student shall prepare at least two copies of the report: one copy for submission to the university and one copy for the student.
- 6 The project report should be submitted to the centre two weeks before the date of commencement of University examinations in the third semester MBA courses.

7. Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

8 The project is to be done individually.

9. Resubmission of such project reports shall be done within a month from the date of returning them to the students with necessary instruction for redoing or modification.

10. The duration for minor project work is two weeks for data collection and field work.

11. A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report.

12. Structure of the report (Common for minor and major projects)

Title page

Certificate, in original, from the organization (for having done the project work)

Certificate from faculty guide

Acknowledgements

## Contents

Chapter I : Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II : Review of literature / Theoretical profile

Chapters III and IV: Data Analysis (Can be 3 or more chapters)

Chapter V : Summary, Findings and Recommendations.

Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography (books, journal articles etc. used for the project work).

### **Major Project**

1 The students shall do a major project during their final semester of MBA under a faculty guide, preferably in their area of specialization.

2 For guide, the qualification is the same as for minor project.

3 The duration of fieldwork for major project is six weeks.

4 This project work is to be done individually by the students.

5 The student shall prepare and submit a project report, printed and bound (preferably spiral bound) with a minimum of 100 A4 pages of text, to the Head of the Department or Centre or Institute before the last working day of the final semester.

6 The Director SDE shall send the projects of all the students together to the Controller of examinations.

The minor and major projects done during the third and fourth semester shall be evaluated by one examiner appointed by the controller of examinations.

### **Minimum credits for Project Report**

1 The student should get a minimum of 1 GPA for minor project report and 2 GPA for major project for a pass.

2 If the student fails to get the above GPA for any project report, he or she shall resubmit the project report after modifying it on the basis of the recommendations of the examiners. This can be done immediately after publication of results.

### **Viva Voce Examination**

- 1 At the end of fourth semester, each student shall attend a comprehensive viva voce examination.
- 2 The Viva Board shall have at least two members. The University shall appoint the examiners.
- 3 The viva voce will be about all the courses of the four- semester programme, including project reports.
- 4 The student should get 1 GPA in the viva voce for a pass in viva voce.

### **Scheme of Instruction and Examination**

#### Semester One

Course Code	Course Title	Minimum contact Lecture hours	Total Credit	Minimum GPA required for a pass
MBA I.1	Business Laws	12	4	2
MBA I.2	Management -Theory and Business Ethics	12	4	2
MBA 1.3	Organization Behavior	12	4	2
MBA I.4	Managerial Economics	12	4	2
MBA I.5	Quantitative Techniques	12	4	2
MBA I.6	Accounting For Managers	12	4	2
MBA 1.7	Business Environment	06	2	1
MBA 1.8	information Technology for Management	06	2	1
MBA 1.9	Business Communication	06	2	
	Total in a semester	90	34	17

#### 2 Semester Two

Course Code	Course Title	Minimum Contact Lecture	Total	Minimum GPA
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		Hours	credit	required for a pass
MBA 2.1	Marketing Management	12	4	2
MBA 2.2	Financial Management	12	4	2
MBA 2.3	Operations Management	12	4	2
MBA 2.4	Human Resources Management	12	4	2
MBA 2.5	Management Science	12	4	2
MBA 2.6	Management Information Systems	12	4	2
MBA 2.7	Research Methodology	12	4	2
MBA 2.8	Soft Skills Development	06	2	1
	Total in a semester	90	30	15

### 3 Semester Three

Course Code	Course Title	Contact Lecture Hours	Total Credit	Minimum GPA required for a pass
MBA 3.1	Investment Management	12	4	2
MBA 3.2	Entrepreneurship Development and Project management	12	4	2
MBA 3.3	International Business Management	12	4	2
MBA 3.4	Supply chain and Logistic Management	12	4	2
MBA 3.5	Functional Elective I	12	4	2
MBA 3.6	Functional Elective II	12	4	2
MBA 3.7	Functional Elective III	12	4	2
MBA 3.8	Minor project	06	2	1
	Total in a semester	78	30	15

### 4 Semester Four

Course	Course Title	Contact Lecture	Total Credit	Minimum
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Code		Hours		GPA required for a pass
MBA 4.1	Cost and Quality Management	12	4	2
MBA 4.2	Strategic management	12	4	2
MBA 4.6	Functional Elective IV	12	4	2
MBA 4.7	Functional Elective V	12	4	2
MBA 4.8	Project Report	12	4	2
MBA 4.9	Comprehensive Viva Voce		2	1
	Total in a semester	60	22	11
	Grand Total	318	116	58

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### **I Time Limit for Completion and Validity of Registration**

The registration for MBA shall be valid for five academic years including the academic year of registration. A student is expected to complete all the MBA courses within these five years.

### **I Failed students**

If a student fails in any course or courses, he or she shall reappear in that course or courses in the regular examinations of the respective semester of any of the successive batches of MBA students.

2 If they fail to pass in any course or courses within the five years, then they shall be required to reregister for the course they did not complete by paying the fees fixed by the university and appear for the university examination.

### **I Change in curriculum and Chances to students**

If MBA curriculum change is implemented in any year, the students who registered under the old scheme shall be allowed to appear in those courses in which they failed, subject to a total of three chances and a time limit of five academic years including the academic year of registration for MBA.

### **I Discontinuation and Readmission**

If a student wants to discontinue from MBA programme, he or she can do it provided the student pays the fee as is required by the general regulations of the University. But readmission may be allowed only if the student has completed at least the first semester with a minimum of 50% attendance and has registered for University examinations in the first semester courses, provided the Department, Centre or Institute agrees to readmit him or her to the next semester of the MBA programme.



## Pass minimum

1 Each student shall secure a minimum of 2 GPA in university examination for each course for a pass in that course. The classification of results may be as follows:

Letter grade	Grade point range	Performance level
A	3.5 to 4.0	Excellent
B	2.5 to 3.49	Very good
C	2.2 to 2.49	Good
D	2.0 to 2.19	Average
E	0.5 to 1.99	Poor
F	Below 0.5	Very poor

2 A candidate who passed the courses in the first two semesters in regular sitting or supplementary sittings before the completion of the course and any of the third and fourth semester papers by taking one supplementary chance after the completion of the course (one chance for third semester papers and one for fourth semester papers) shall also be given class/grade, based on the percentage of marks obtained by him or her.

## Option to switch over from MBA Programme to Diploma in Management (DIM) / Post Graduate Diploma Programme in Management:

On successful completion of First Semester candidates are awarded with the Diploma in Management (DIM). Candidates who have registered for MBA Program but could not successfully complete all the courses necessary for the award of MBA degree, but completed some courses successfully can switch over from MBA Program to the following PG Diploma programs after the second semester MBA examination. In such case his/her MBA registration will be cancelled and fresh registration for PG diploma will be given on the basis of the request from the candidate. The courses already completed successfully in the MBA program which are necessary for PG Diploma program will be retained. Remaining courses required as per this regulation for PG Diploma program need only to be completed for the award of PG Diploma.

### 1. PG Diploma in Financial Management ( PGDFM)

Sl. No.	Course code	Title of the course	Maximum credits	Minimum GPA for a pass
1	MBA 1.2	Management Theory and Business Ethics	4	2
2	MBA 2.2	Financial Management	4	2
3	MBA FIN	Any four functional electives	4	2
		Functional Elective 1		
4	MBA FIN	Functional Elective 2	4	2
5	MBA FIN	Functional Elective 3	4	2
6	MBA FIN	Functional Elective 4	4	2
7	MBA 3.8	Minor project	2	1

Total	26	1 3
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## 2. PG Diploma in Marketing Management (PGDMM)

Sl. No.	Course code	Title of the course	Maximum credits	Minimum GPA for a pass
1	MBA 1.2	Management Theory and Business Ethics	4	2
2	MBA 2.1	Marketing Management	4	2
3	MBA MAR	Any four functional electives in Marketing	4	2
		Functional Elective 1		
4	MBA MAR	Functional Elective 2	4	2
5	MBA MAR	Functional Elective 3	4	2
6	MBA FIN	Functional Elective 4	4	2
7	MBA 3.8	Minor project	2	1
		Total	26	1 3

## 3. PG Diploma in Human Resource Management (PGHRM)

Sl. No.	Course code	Title of the course	Maximum credits	Minimum GPA for a pass
1	MBA 1.2	Management Theory and Business Ethics	4	2
2	MBA 2.4	Human Resource Management	4	2
3	MBA HRM	Any four functional electives in HRM	4	2
		Functional Elective 1		
4	MBA HRM	Functional Elective 2	4	2
5	MBA HRM	Functional Elective 3	4	2
6	MBA HRM	Functional Elective 4	4	2
7	MBA 3.8	Minor Project	2	1
		Total	26	1 3

#### 4. PG Diploma in International Business (PGDIB)

Sl. No.	Course code	Title of the course	Maximum marks	Minimum GPA for a pass
1	MBA 1.2	Management Theory and Business Ethics	4	2
2	MBA3.3	International Business	4	2
3	MBA IBS	Any four functional electives in International Business Studies-- Functional Elective 1	4	2
4	MBA IBS	Functional Elective 2	4	2
5	MBA IBS	Functional Elective 3	4	2
6	MBA IBS	Functional Elective 4	4	2
7	MBA 3.8	Minor Project	2	1
		Total	26	1 3

#### Specialization

1 There shall be two categories of specialization: full specialization (five courses) and dual specialization with three courses from one area and two courses from another area).

2 If the student opts for and passes in a minimum of five courses in any elective area, he or she may be issued mark lists showing full specialization as Marketing Management, Financial Management, etc.

3 If the student chooses three courses in one specialization area and two courses from another specialization area, he or she may be issued mark lists with dual specialization as Marketing Management and Financial Management etc

#### Specialization Areas:

##### Marketing

MBA MAR 1 Marketing Research (3<sup>rd</sup> semester)

MBA MAR 2 Consumer Behavior (3<sup>rd</sup> semester)

MBA MAR 3 Advertising and Sales Promotion ( 3<sup>rd</sup>semester)

MBA MAR 4 International Marketing (4<sup>th</sup> semester )

MBA MAR 5 Service Marketing (4<sup>th</sup> semester)

MBA MAR 6 Retail Management ( 4<sup>th</sup> semester )

## **Finance**

MBA FIN 1 Strategic Financial Management (3<sup>rd</sup> semester )

MBA FIN 2 International Finance (3<sup>rd</sup> semester)

MBA FIN 3 Forex Management (3<sup>rd</sup> semester)

MBA FIN 4 Financial Services (4<sup>th</sup> semester)

MBA FIN 5 Working capital Management (4<sup>th</sup> Semester)

MBA FIN 6 Treasury Management( 4<sup>th</sup> semester)

## **Human Resource Management**

MBA HRM 1 Human Resource Planning and Development (3<sup>rd</sup> semester)

MBA HRM 2 Management of Industrial Relations (3<sup>rd</sup> semester)

MBA HRM 3 Organizational Development and Change (3<sup>rd</sup> semester)

MBA HRM 4 Global Human Resource management (4<sup>th</sup> semester)

MBA HRM 5 Management Training and Development (4<sup>th</sup> semester)

MBA HRM 6 Performance Management ( 4<sup>th</sup> semester)

## **International Business Studies**

MBA IBS 1 Strategic Financial Management (3<sup>rd</sup>semester)

MBA IBS 2 International Finance (3<sup>rd</sup> semester)

MBA IBS 3 International Marketing (4<sup>th</sup>semester)

MBA IBS 4 Global Human Resource Management ( 4<sup>th</sup> semester)

MBA IBS 5 Forex Management ( 4<sup>th</sup> semester)

MBA IBS 6 E-- Commerce (4<sup>th</sup> semester)

The University reserves the right to modify the regulations, terms & conditions for the conduct of the programme as and when required.

## **FEE STRUCTURE OF MBA PROGRAMME UNDER SDE**

<b>Particulars</b>	<b>Overseas in US (\$)</b>	<b>In land (₹)</b>
Entrance Fee	100	1,000/-
Application fee	25	500/-
Admission fee	200	4,000/-
Tuition fee	500	10,000/-

Examination fee per paper	15	200/-
CVF	50	1,000/-
Marklist	5	As per existing rate
Provisional Certificate	5	
Degree Certificate	20	

A Caution Deposit of 1,500/- (Rupees One thousand and five hundred only) shall be collected from Inland candidates and the tuition fee collection shall be semester wise.

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